

**REQUEST FOR COUNCIL ACTION**

MEETING

DATE: 06/16/03

**AGENDA SECTION:**

Consent Agenda/Organizational Business

**ORIGINATING DEPT:**

Finance Department

**ITEM NO.**

D-10

**ITEM DESCRIPTION:** Authorize execution of purchase contract with Interwoven Software for content management software and services.

**PREPARED BY:**

Dale Martinson

City departments have continued to utilize the City's webserver(s) for more and more efficient delivery of information to their citizens and customers. Necessary budget cuts have them looking to the web and internet for further savings in staff time and other resources. For example, we are currently working on a project to begin accepting payments over our web servers for various City services, starting with our parking tickets.

As use of the web servers for service delivery becomes more commonplace, department managers are seeking to move the delivery of content responsibilities to other staff members who do not have web programming expertise. As more and more content is published on our web servers, keeping track of what is out there, removing out of date items, and keeping a consistent, professional look and feel of all this content becomes impossible to do with our current tools. All of these drivers as well as those noted in the attached memo from the IS Manager have led us to the need for web content management software (CMS).

This software will allow technical users to build templates through which any staff member can distribute up to the minute information. Daily press releases by the public safety departments, for example, will become simply and routinely delivered over the web saving much staff time and allowing for instantaneous delivery to all. A history of the daily postings on the web servers will also be kept for liability purposes when we begin financial transactions over the web. Staging, review and approval before publishing will also be an important component of this software's functionality.

The interdepartmental web design team has been reviewing various software companies' offerings in this area for several months. They have concluded that Interwoven Software provides the best functionality for our needs at the most reasonable cost. Initial costs for the software would be funded through J1977, with annual maintenance fees being paid proportionately by the various departments based upon number of users. RPU has not officially committed to this project at this time but have indicated their support and intent to join us (along with funding) upon completion of their 2004 capital plans. Purchase price of the software is \$80,000 with training estimated at \$3,000 and annual maintenance fixed at \$14,406 per year, billed monthly.

**Recommended Council Action**

Authorize execution of contract with Interwoven Software for content management software and services in the amount of \$97,406 funded through J1977. This approval would be subject to final contract review by the City Attorney.

**COUNCIL ACTION:** Motion by: \_\_\_\_\_ Second by: \_\_\_\_\_ to: \_\_\_\_\_

## INFORMATION SYSTEMS MEMORANDUM

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**DATE:** June 5, 2003

**TO:** Dale Martinson, Finance Director

**FROM:** Teryl Apel, Information Systems *TA*

**SUBJECT:** Content Management System

The city is at a point where we need to take a hard look at the procedures and processes that are in place regarding our web site as well as the ongoing development efforts.

The site was initially set up to allow departments to get their feet wet regarding web development and provide an initial web presence for the city. To date there has been little to no oversight/coordination of the development efforts taking place by the departments.

As departments have found posting information to the web as an ideal means of communication with the public, the amount of content has and will continue to grow at a rapid pace. Also, with the budget reductions more and more departments are looking to the web as a means of reducing costs and providing information to the public. As the city expands it's web presence the number of hits/users of our site will also expand exponentially. Thus, the web site becomes a direct reflection on the city as a whole.

We have already begun working with the various departments regarding an array of issues regarding current web design practices. However, to provide the functionality currently needed and to meet future needs the necessity of a content management system (CMS) has become quite apparent. The idea of relying on a small number of staff to provide development, design, and especially ongoing maintenance is quickly becoming impractical.

Obviously as the amount of content grows the dependence on the web site, as a critical tool, to the city departments increases accordingly. Extended downtime becomes less of an option requiring IS to expend additional resources for security, monitoring and backup processes, all of which are addressed via the CMS.

The following lists the top issues/concerns and how they would be addressed with a CMS.

1. **We are not ADA Section 508 Compliant!**  
The CMS would help enable Section 508 ADA Compliance by enforcing unified look/feel & navigation including validation of content for web accessibility.
2. **We have a "unprofessional web presence" - as stated by our citizens and customers**  
The CMS would help us easily organize and manage all city web content and enforce the professional look/feel.
3. **We spend a large amount of money for disseminating information via print and mail.**  
The CMS would make it easier for all content to be made available online reducing the costs of printing and mailing of a large portion of the city's documents. (For example: Public Works Plan Sets, City Council Packets, Park/Recreation Brochures & Schedules, etc...)
4. **We currently spend a lot of time trying to share information with the public leading to inefficient use of employee time.**  
The CMS would easily allow employees to create and share content with both internal and external customers without having to know HTML. If the employee has ever browsed the internet, they have the skills to publish content. The CMS will also provide greater accountability for the information published since all information will be processed thru workflow allowing for the proper checks and balances to avoid costly mistakes (financial or reputation).
5. **We consistently have outdated, incorrect, and misspelled information posted to our site. This information is improperly managed since most persons creating the content have little to no training in web page creation or the tools used to create a webpage (html).**  
The CMS will provide a easy to use, web-based interface, that will help the user better manage the information posted to the site. The CMS will also version the information allowing for the greater accountability and legal standing ground. It will also enforce information life-cycle policies and automatically check for spelling errors to make sure that the most current and pertinent information is available. It is not only important to the get the message across, but it is even more crucial to get the message right.

The CMS will require a considerable effort regarding installation, implementation, training, etc., however this really isn't a question of whether we need a CMS or what's involved with implementation but a question of when do we move forward with a CMS. As previously mentioned, what we present to the public via the web is a direct reflection of the professionalism of the city and with all departments looking at expanding their web presence there really won't be a better time then now to move forward with this project.

Thank you for your consideration.

